MISSION, VISION AND VALUES

TATA MOTORS

ONE TEAM
ONE VISION

Mission
To be **passionate** in **anticipating** and providing the **best** vehicles and experiences that **excite** our **customers globally.**

Vision
Most admired by our customers, employees, business partners and shareholders for the **experience** and **value** they enjoy from being with **us.**

Culture
- Accountability
- Customer & Product Focus
- Excellence
- Speed

Values
- Inclusion • Integrity
- Accountability
- Customer • Innovation
- Concern for the Environment
- Passion for Excellence
- Agility